

# Adam Brett - Eric Urban market update

**BREA**

Current prices for homes on the market  
Trends in pricing  
Current levels of supply and demand  
Value metrics

Report for the week of  
Sunday May 1, 2011

Presented by Adam Brett - Eric Urban  
714.496.8116 - 714.749.7427  
RE/MAX  
[www.HomeSoldTeam.com](http://www.HomeSoldTeam.com)



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# City Overview

Real-Time Market Profile		Trend
Median List Price	\$ 475,000	↓ ↓
Average List Price	\$ 502,048	
Least Expensive Listing	\$ 239,900	
Most Expensive Listing	\$ 1,050,000	
Asking Price per Square Foot	\$ 266	↓ ↓
Average Days on Market	104	↓ ↓
Total Inventory	119	↑ ↑
Absorbed This Week*	12	
Percent of Properties with Price Decrease	37 %	
Percent Relisted (reset DOM)	7 %	
Percent Flip (price increased)	11 %	
Median House Size (sq ft)	1,769	
Median Lot Size	4,501 - 6500 sq ft	
Median Number of Bedrooms	3.0	
Median Number of Bathrooms	2.8	
Median Age	36	

Altos Research Value Statistics	
Market Action Index	<b>Cold! Buyer's Market</b> 16 ↓ ↓

Altos Research calculates the Market Action Index which measures available supply relative to the current level of demand. Index value above 30 indicates conditions favor the seller. See the section below for full details.

Trend Key

Last Month's Trend  
 Last Quarter's Trend  
 No Clear Monthly/Quarterly Trend

\*Metric "Absorbed this Week" covers properties sold and those taken off the market for other reasons. Since sales sometimes take months to close, it is impossible to discern in real-time exactly which properties sold.

## Characteristics per Quartile

Quart	Median Price	Med. Sqft.	Med. Lot Size	Bed	Bath	Med. Age	Inven.	New	Ab-sorbed	Avg. DoM
1	\$ 699,000	2,987	6,501 - 8,000 sq ft	4.0	3.0	9	29	1	2	90
2	\$ 525,000	2,000	4,501 - 6500 sq ft	3.5	3.0	34	30	4	6	105
3	\$ 426,975	1,572	6,501 - 8,000 sq ft	3.0	2.0	51	30	3	1	112
4	\$ 344,500	1,281	4,501 - 6500 sq ft	3.0	2.0	41	30	3	3	110

## BREA

### THIS WEEK

The median single family home price in BREA this week is \$475,000. The 119 homes have been on the market for an average of 104 days.

Inventory is up and Market Action is trending down recently. While days-on-market appears to be trending lower, the overall conditions are weakening a bit.

### QUARTILES

To get a tightly targeted understanding of homes in the market, we break each locale into quartiles. Each quartile is 25% of the homes listed.

Most expensive 25% of homes

Upper-middle 25% of homes

Lower-middle 25% of homes

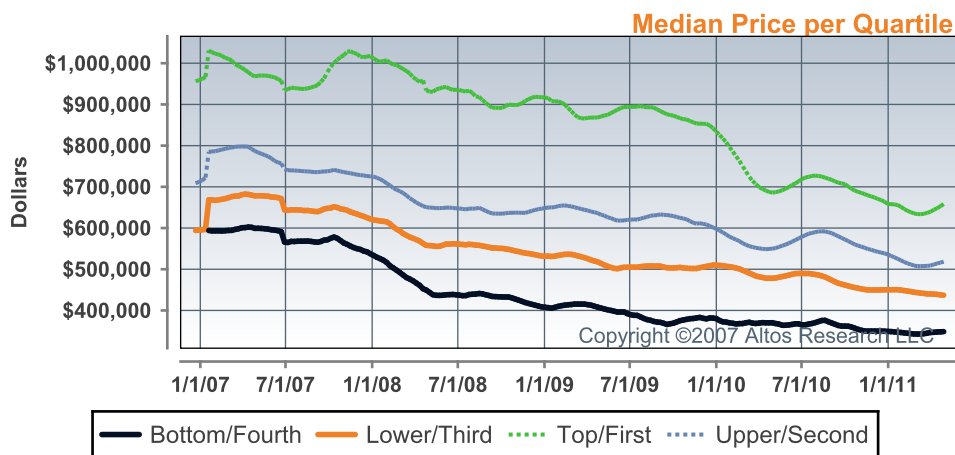
Least expensive 25% of homes

We'll refer to the quartiles in the trend graphs below.



### PRICE

Again this week we see a downward notch for prices. Pricing has been weak in recent weeks and versus their absolute-high levels. The Market Action Index is a good leading indicator for the durability of this trend.



### QUARTILE PRICES

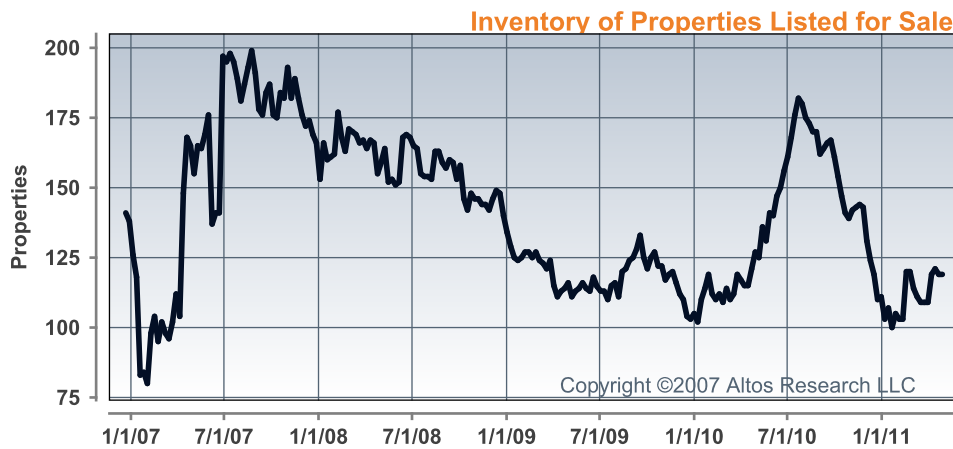
Often, we find insights by watching pricing trends within the quartile segments. Prices have settled at a price plateau across the board. Prices in all four quartiles are basically mixed. Look for a persistent shift (up or down) in the Market Action Index before prices move from these current levels.

## PRICE AND VALUE

The market plateau is seen across the price and value. The price per square foot and median list price have both been reasonably stagnant. Watch the Market Action Index for persistent changes as a leading indicator before the market moves from these levels.

## INVENTORY

Inventory has been climbing lately. Note that rising inventory alone does not signal a weakening market. Look to the Market Action Index and Days on Market trends to gauge whether buyer interest is keeping up with available supply.



Residential house prices are a function of supply and demand, and market conditions can be characterized by analyzing those factors. Watch this index for sustained changes: if the index falls into the Buyer's Market zone for a long period, prices are likely in for a downward correction.



The Market Action Index (MAI) illustrates the balance between supply and demand using a statistical function of the current rate of sale versus current inventory.

An MAI value greater than 30 typically indicates a "Seller's Market" (a.k.a. "Hot Market") because demand is high enough to quickly gobble up available supply. A hot market will typically cause prices to rise. MAI values below 30 indicate a "Buyer's Market" (a.k.a. "Cold Market") where the inventory of already-listed homes is sufficient to last several months at the current rate of sales. A cold market will typically cause prices to fall.

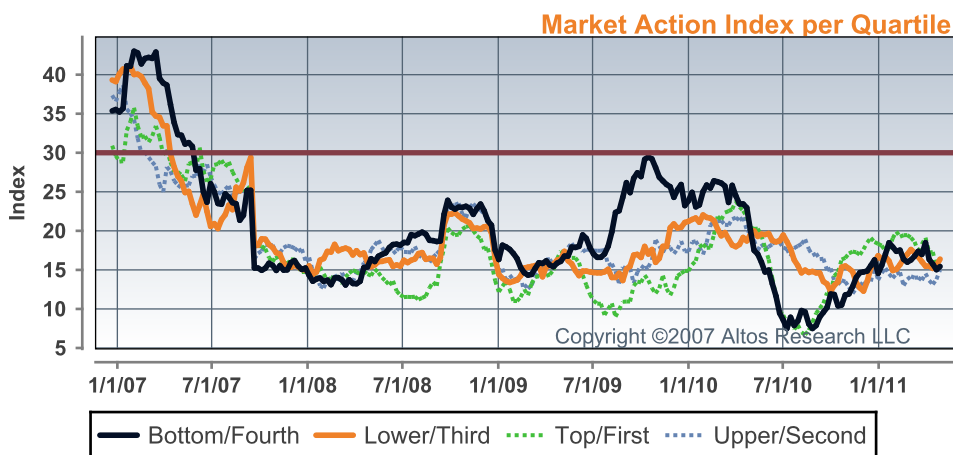
## MARKET ACTION INDEX

The BREA market is currently quite strongly in the Buyer's Market zone (below 30). The 90-day Market Action Index stands at 16. With several months of inventory available at the current sales rate, buyers should find ample choice.

The Market Action Index has been trending lower for several weeks while prices have remained relatively stable. If inventory continues to grow relative to demand however, it is likely that we will see downward pressure on pricing.

## MARKET ACTION QUARTILES

Not surprisingly given the overall Market Action Index, all quartiles are in the Buyer's Market zone with several months of inventory given the current rate of demand for homes in the quartile. Watch the quartile for changes before the overall market shifts. Often one end of the market (e.g. the low end) will improve and signal a strengthening market before the whole group changes.



The quartiles can help you answer the question, "How hot is the market for homes in my price range?"

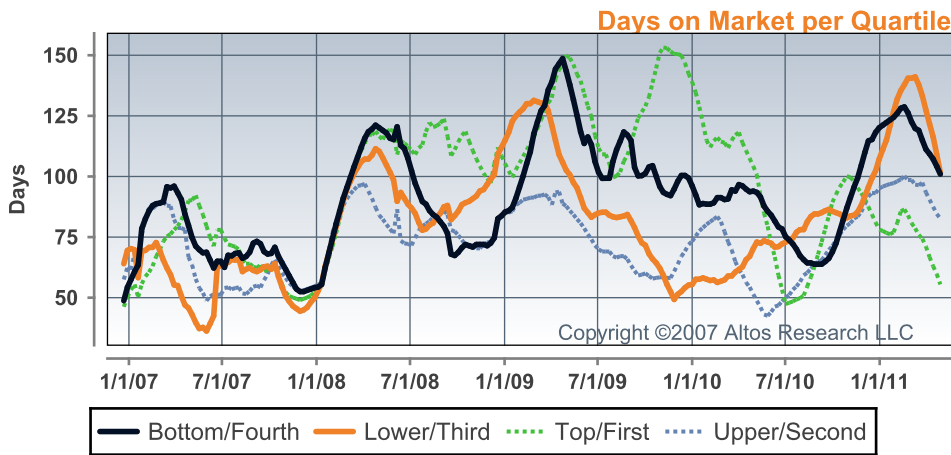
### DAYS ON MARKET (DOM)

The properties have been on the market for an average of 104 days. Half of the listings have come newly on the market in the past 70 or so days.



### DOM PER QUARTILE

It is not uncommon for the higher priced homes in an area to take longer to sell than those in the lower quartiles.



# Neighborhood Detail

**BREA**  
**92823**

Real-Time Market Profile		Trend
Median List Price	\$ 589,000	↓ ↓
Average List Price	\$ 630,738	
Least Expensive Listing	\$ 389,900	
Most Expensive Listing	\$ 1,050,000	
Asking Price per Square Foot	\$ 262	
Average Days on Market	89	↓ ↓
Total Inventory	21	
Absorbed This Week	4	
Median House Size (sq ft)	2,312	
Median Lot Size	4,501 - 6500 sq ft	
Median Number of Bedrooms	3.6	
Median Number of Bathrooms	3.0	
Median Age	9	
Altos Research Value Statistics		
Market Action Index	<b>Cold! Buyer's Market</b>	16 ↑ ↑

## THIS WEEK

The median single family home price in BREA 92823 this week is \$589,000.

Demand measured by the Market Action Index is increasing and days-on-market is trending downward. Even as more properties come available, these are positive trends for the market.

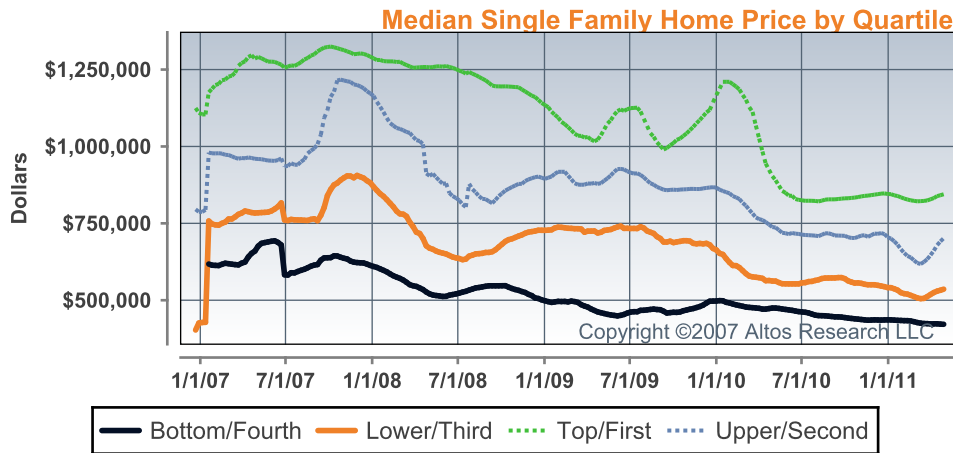
## PRICE

Again this week in this zip code we see a downward notch for prices. Pricing has been weak in recent weeks and versus their absolute-high level. At this point, we will be looking for a persistent upward shift in the Market Action Index as a leading indicator for a trough in prices.



### PRICE PER QUARTILE

In the quartile market segments, we see prices in this zip code generally settled at a plateau, although Quartile 2 is on a bit of an up trend in recent weeks. We'll need to see a persistent shift in the Market Action Index before we see prices across the board move from these levels.



### Characteristics per Quartile

Quart	Median Price	Med. Sqft	Med. Lot Size	Bed	Bath	Med. Age	Inven.	New	Ab-sorbed	Avg. DoM
1	\$ 839,900	3,693	8,001 - 10,000 sq ft	4.0	4.0	8	5	0	1	105
2	\$ 699,000	2,722	4,501 - 6500 sq ft	4.0	3.0	9	5	0	1	87
3	\$ 540,000	2,245	Less than 4,500 sq ft	4.0	3.0	9	5	1	0	94
4	\$ 424,950	1,333	Less than 4,500 sq ft	3.0	2.0	8	6	0	2	74

### QUARTILES

Most expensive 25% of homes  
 Upper-middle 25% of homes  
 Lower-middle 25% of homes  
 Least expensive 25% of homes

### PRICE AND VALUE

We're seeing fairly unusual market conditions as prices have been in a downward trend but price per square foot is actually increasing. (Buyers are paying less and getting less home for their money.) Anomalies like these can be attributed to micro-location variables.





### Inventory of Properties Listed for Sale



### INVENTORY

Inventory has been climbing lately with 21 properties available this week. Note that rising inventory alone does not signal a weakening market. Look to the Market Action Index to gauge whether buyer interest is keeping up with available supply.

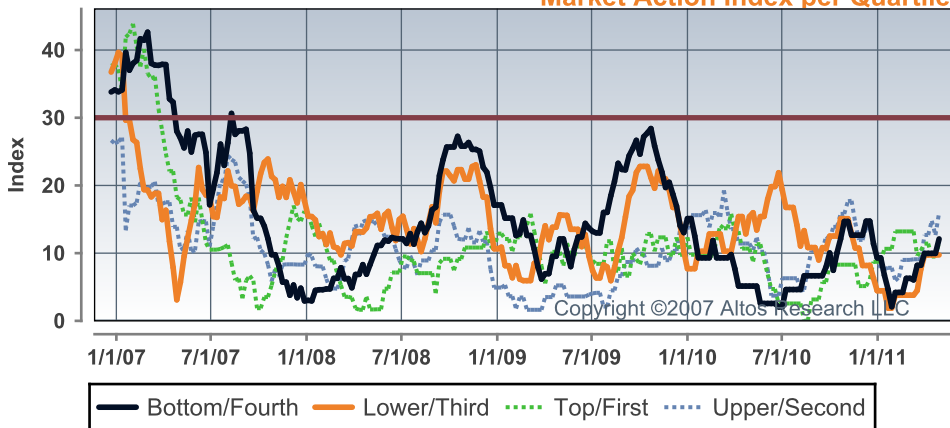
### Market Action Index



### MARKET ACTION INDEX

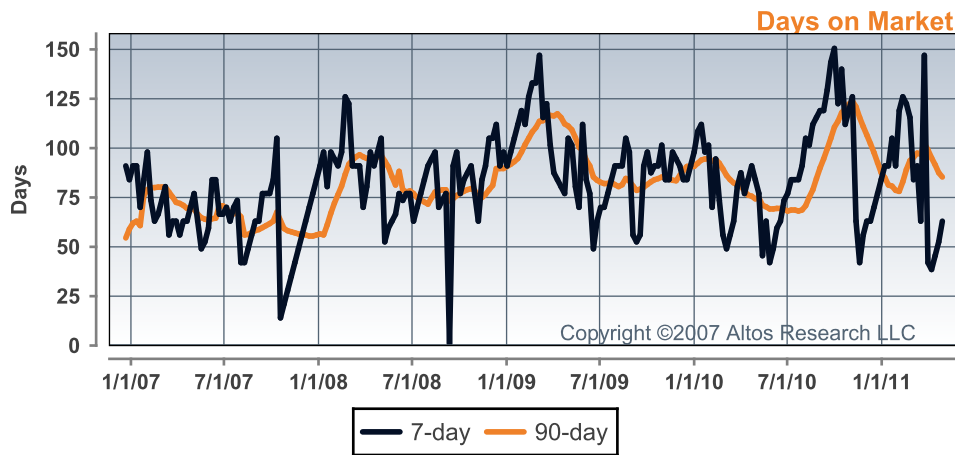
The BREA 92823 is quite strongly in the Buyer's Market zone. The 90-day Market Action Index stands at 16. With several months of inventory available at the current sales rate, buyers should find ample choice.

### Market Action Index per Quartile



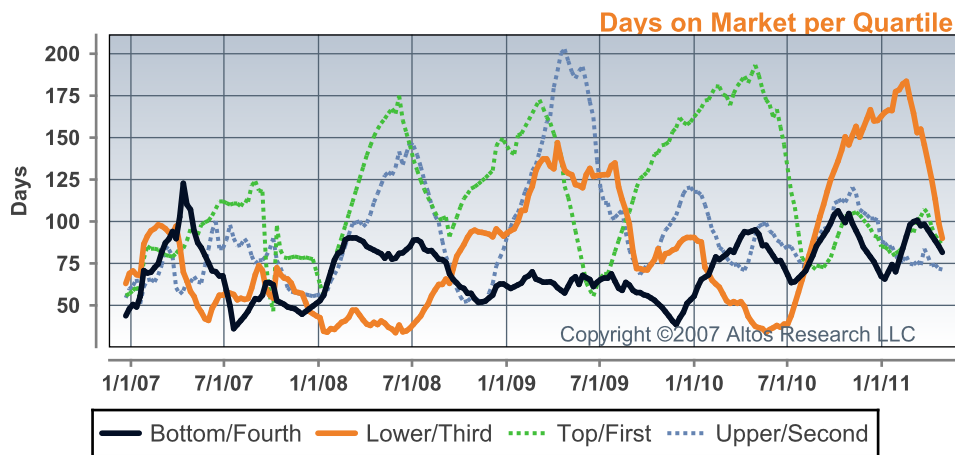
### MARKET ACTION QUARTILES

Not surprisingly, all quartiles are in the Buyer's Market zone with several months of inventory given the current levels of demand. Watch the quartiles for changes before the overall market shifts.



### DAYS ON MARKET

The properties have been on the market for an average of 89 days. Half of the listings have come newly on the market in the past 63 or so days. Watch the 90-day DOM trend for signals of a changing market.



### DAYS ON MARKET

It is not uncommon for the higher priced homes in an area (Quartiles 1 and 2) to take longer to sell than those in the lower quartiles.

# Neighborhood Detail

**BREA**  
**92821**

Real-Time Market Profile		Trend
Median List Price	\$ 453,250	← →
Average List Price	\$ 474,471	
Least Expensive Listing	\$ 239,900	
Most Expensive Listing	\$ 849,900	
Asking Price per Square Foot	\$ 266	
Average Days on Market	107	↓ ↓
Total Inventory	98	
Absorbed This Week	8	
Median House Size (sq ft)	1,696	
Median Lot Size	6,501 - 8,000 sq ft	
Median Number of Bedrooms	3.0	
Median Number of Bathrooms	2.1	
Median Age	41	
Altos Research Value Statistics		
Market Action Index	<b>Cold! Buyer's Market</b>	15 ↓ ↓

## THIS WEEK

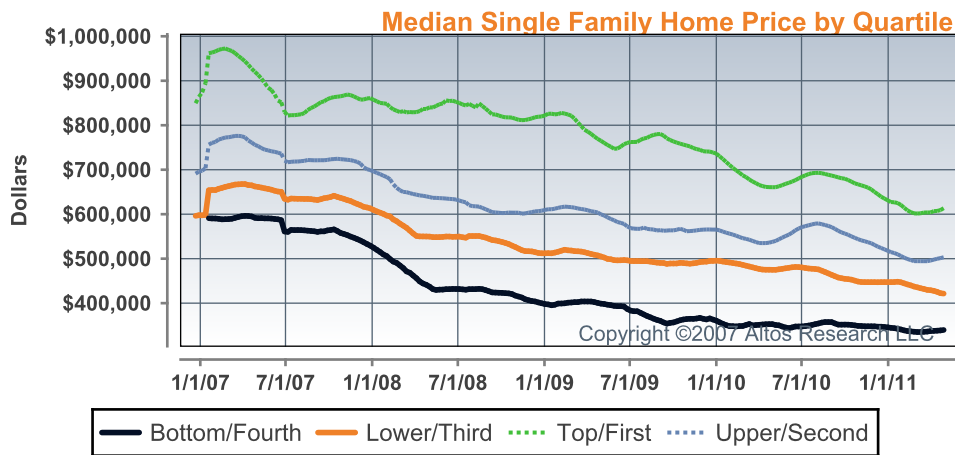
The median single family home price in BREA 92821 this week is \$453,250.

Inventory is up and Market Action is trending down recently. While days-on-market appears to be trending lower, the overall conditions are weakening a bit.

## PRICE

Recently prices in this zip have settled at a plateau even though they dipped this week. Look for a persistent up-shift in the Market Action Index before we see prices significantly move from these levels.





### PRICE PER QUARTILE

In the quartile market segments, we see prices in this zip code have settled at a price plateau across the board. Prices in all four quartiles are basically mixed. Look for a persistent shift (up or down) in the Market Action Index before prices move from these current levels.

### Characteristics per Quartile

Quart	Median Price	Med. Sqft	Med. Lot Size	Bed	Bath	Med. Age	Inven.	New	Ab-sorbed	Avg. DoM
1	\$ 649,900	2,596	4,501 - 6500 sq ft	4.0	3.0	27	24	3	2	117
2	\$ 509,400	1,825	6,501 - 8,000 sq ft	3.5	3.0	41	24	2	4	84
3	\$ 409,734	1,525	6,501 - 8,000 sq ft	3.0	2.0	55	25	3	0	112
4	\$ 339,900	1,250	4,501 - 6500 sq ft	3.0	2.0	39	25	2	2	116

### QUARTILES

Most expensive 25% of homes  
 Upper-middle 25% of homes  
 Lower-middle 25% of homes  
 Least expensive 25% of homes



### PRICE AND VALUE

The market plateau is seen across the price and value. The price per square foot and median list price have both been reasonably stagnant. Watch the Market Action Index for persistent changes as a leading indicator before the market moves from these levels.

## INVENTORY

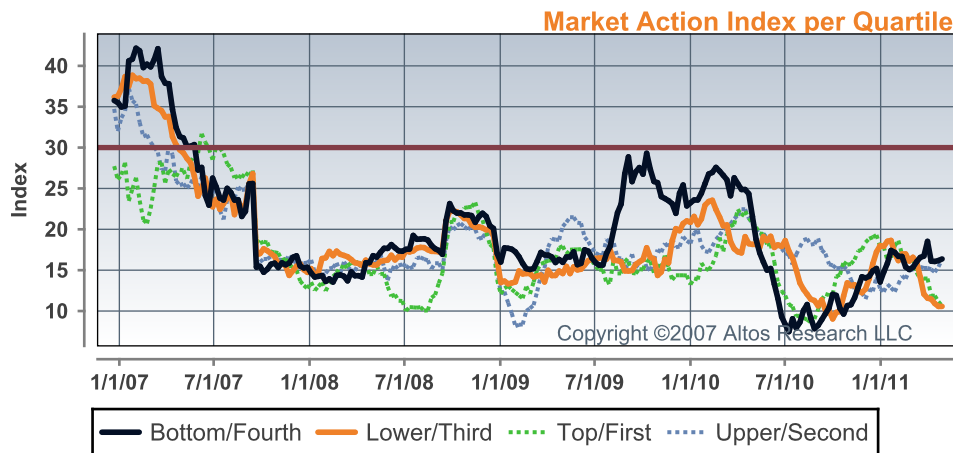
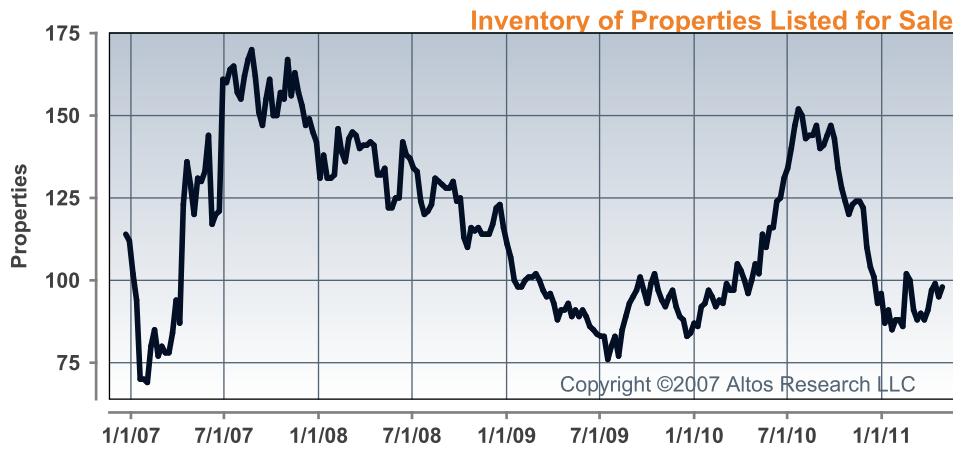
Inventory has been climbing lately with 98 properties available this week. Note that rising inventory alone does not signal a weakening market. Look to the Market Action Index to gauge whether buyer interest is keeping up with available supply.

## MARKET ACTION INDEX

The BREA 92821 is quite strongly in the Buyer's Market zone. The 90-day Market Action Index stands at 15. With several months of inventory available at the current sales rate, buyers should find ample choice.

## MARKET ACTION QUARTILES

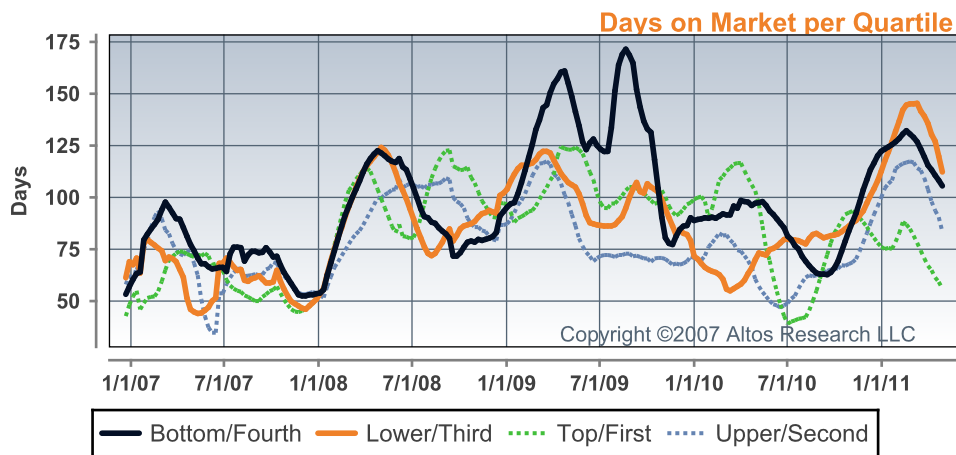
Not surprisingly, all quartiles are in the Buyer's Market zone with several months of inventory given the current levels of demand. Watch the quartiles for changes before the overall market shifts.





### DAYS ON MARKET

The properties have been on the market for an average of 107 days. Half of the listings have come newly on the market in the past 70 or so days. Watch the 90-day DOM trend for signals of a changing market.



### DAYS ON MARKET

It is not uncommon for the higher priced homes in an area (Quartiles 1 and 2) to take longer to sell than those in the lower quartiles.

## About Altos Research Corporation

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